OSCPA

Oregon Society of Certified Public Accountants

MEDIA KIT

Partnership | Sponsorship | Advertising Opportunities



Your guide for reaching CPAs & financial professionals in Oregon

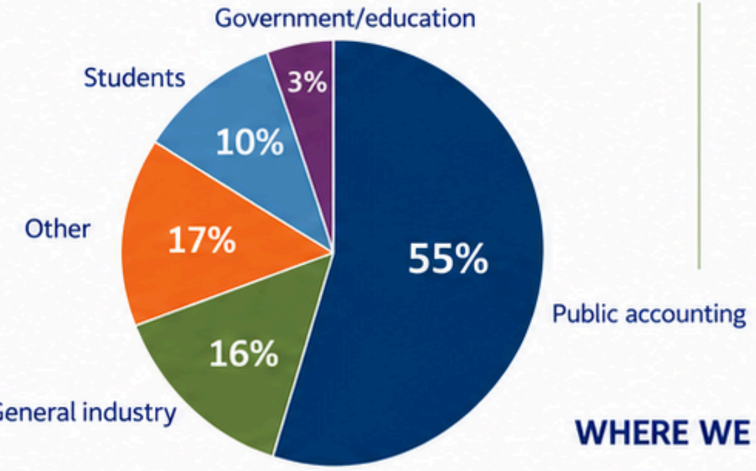
www.orcpa.org

OSCPA
Oregon Society of Certified Public Accountants

Partnership with Oregon Society of CPAs

Build relationships and increase your brand exposure through OSCPA partnerships. From advertising in one of our publications to sponsoring an event, there's a partnership opportunity for every budget to put your organization in front of the key decision makers transforming businesses in Oregon.

OSCPA MEMBERSHIP BY ROLE

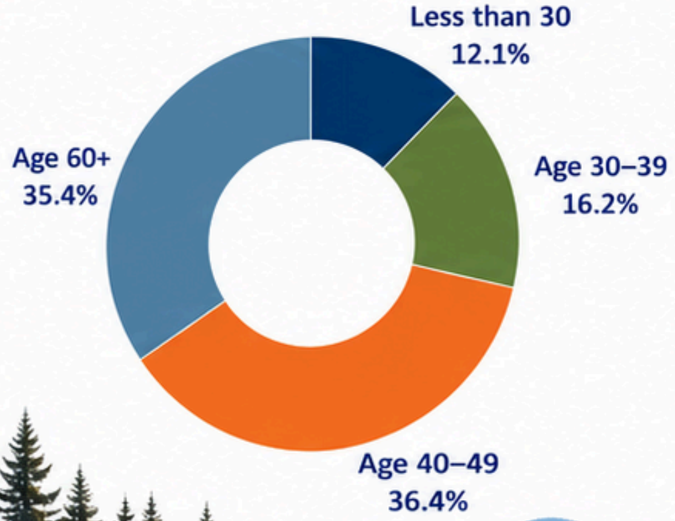


OSCPA represents approximately

3,100

CPAs, aspiring CPAs, and accounting professionals!

OUR GENERATION



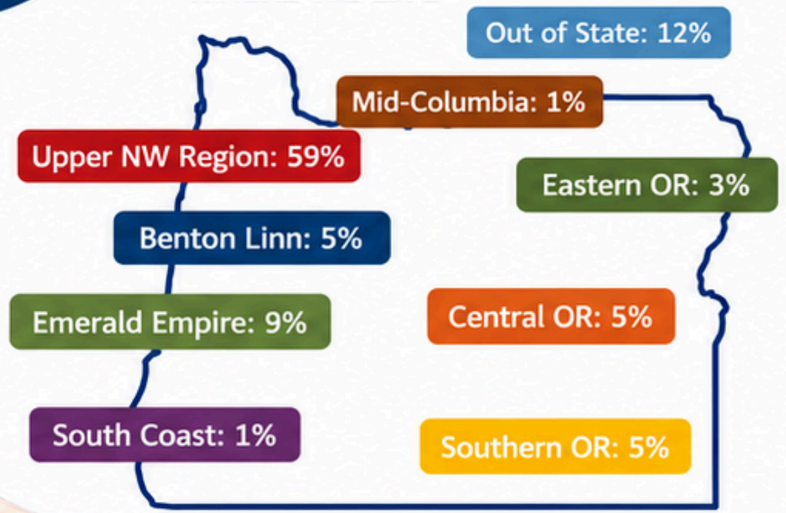
WHAT WE DO

16% are mid-level managers

41% are senior-level executives

57% are likely involved in purchasing decisions or recommendations for their businesses and clients

WHERE WE LIVE



How Can You Partner with OSCPA?



Magazine Advertising

LEARN MORE →



Digital Advertising

LEARN MORE →



Conference and Event Sponsorships

LEARN MORE →



Partnership Packages

LEARN MORE →



OSCPA Knowledge/ Solutions Hub

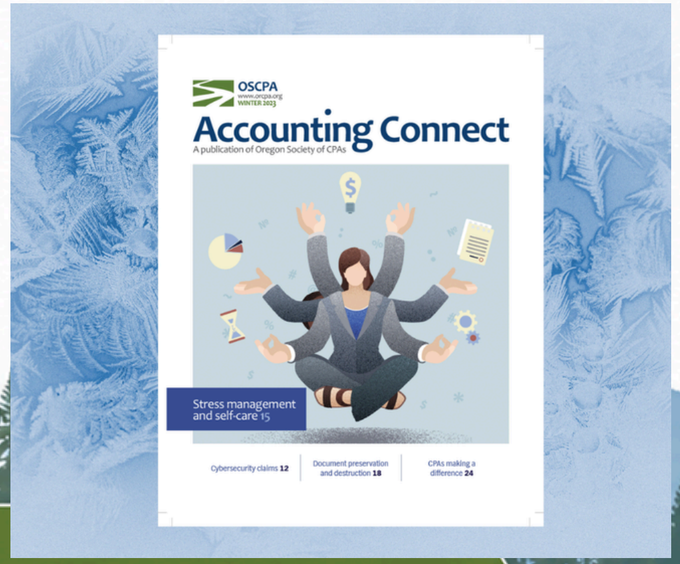
LEARN MORE →

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BECOME AN OSCPA

Magazine Advertiser

Accounting Connect is the digital magazine of the Oregon Society of CPAs. Reaching CPAs throughout Oregon, as well as the firms and businesses they serve, this full-color quarterly has news and updates affecting the CPA profession.



2027 Display Advertising Rates & Specs

General Notes:

All advertising prices are subject to change without notice.

Ad Specifications:

Trim Size: 8.5" x 11"

Bleed Size: 9" x 11.5" (includes 0.25" bleed)

- *Frequency discount for 2+ issues: 15%*
- *OSCPA Member discount: 15%*

Ad Options & Rates:

Full Page
Size: 9" x 11.5" (with bleed)
Rate: $1,600

1/2 Page
Size: 7.5" x 4.75"
Rate: $1,000

2/3 Page Vertical
Size: 5" x 9.5"
Rate: $1,200

1/6 Page Vertical
Size: 2.33" x 4.75"
Rate: $600

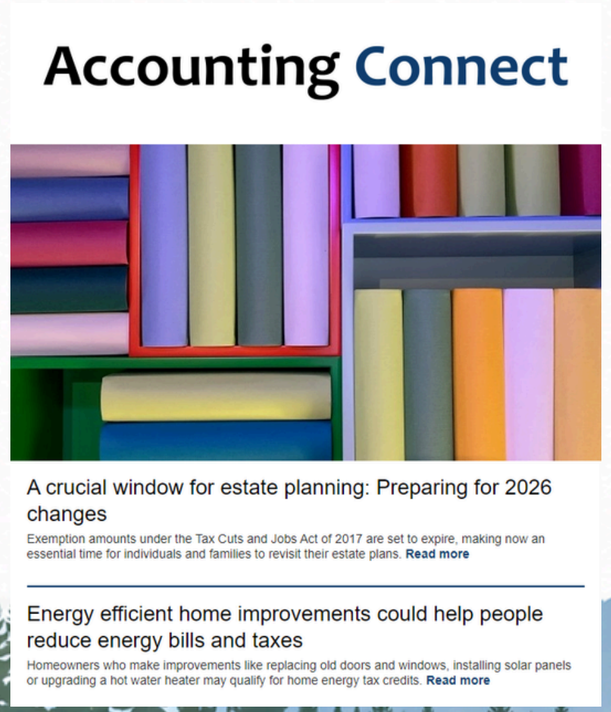
Issue	Publish Date	Art/Insertion Order Deadline
Winter	February 1	December 1
Spring	May 3	March 1
Summer	August 2	June 1
Fall	November 1	September 1

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BECOME AN OSCPA

Digital Newsletter Advertiser



Weekly Accounting Connect newsletter:

- Approx. 3,100 subscribers
- $300 per insertion
- Maximum sponsored ads per newsletter: 2
- Ads may not promote CPE; subject to approval
- Banner ad: 600 pixels wide by 150 pixels high
- The average click to open rate for our newsletter is 7.33%.

Discounts:

- 15% discount for OSCPA members
- Frequency discount for 2+ newsletter ads: 15%

BECOME AN OSCPA

Conference and Event Sponsor

OSCPA event and conference sponsorships let you connect with potential customers, qualified business prospects, and engaged decision-makers. Build your brand and maximize exposure.

Gold Sponsors-
exhibit option

- *1-day: $1,500*
- *2-day: $1,800*

Silver Sponsors-
no exhibit option

- *1-day: $1,000*
- *2-day: $1,200*

Sponsorship details:

- *Gold level sponsors choose between 30-second video or exhibiting in-person.*
- *Booth representatives may attend conference for CPE (one is complimentary.)*
- *Registrations cannot be shared.*

Not-for-Profit Conference
Average Attendance: 170
Typical Timeframe: Late April
Audience: Nonprofit organizations, government agencies, consulting firms, public accounting firms ranging from sole practitioners to medium/large scale.

Northwest Federal Tax Conference™ (2 days)
Average Attendance: 60
Typical Timeframe: Mid-November
Audience: Public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.

Estate & Trust Conference
Average Attendance: 110
Typical Timeframe: June
Audience: Public and private organizations, consulting firms, public accounting firms ranging from sole practitioners to medium/large scale.

Retirement & Financial Planning Conference
Average Attendance: 40
Typical Timeframe: Early November
Audience: Public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.

State & Local Tax Conference
Average Attendance: 500
Typical Timeframe: Early January
Audience: Public and private organizations, consulting firms, public accounting firms ranging from sole practitioners to medium/large scale.

Federal Tax Update - 2 Days
Average Attendance: 425
Typical Timeframe: Mid January
Audience: Public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.

Visit orcpa.org/conferences for additional events and topics.

Thought Leadership Package

Position your organization as a trusted industry resource and thought leader among Oregon's CPAs and financial professionals. This comprehensive package combines content, digital advertising, social media, and event exposure to showcase your expertise, build meaningful connections, and keep your brand in front of key decision-makers throughout the year.

PACKAGE INCLUDES

Content & Thought Leadership

- 1 Full-Page Advertorial
- 1 Sponsored Webinar

Digital Exposure

- 2 Social Media Posts
- 2 Website Banner Ads (30 days each)

In-Person Engagement

- 1 In-Person Conference Opportunity

$5,000 Investment

$6,100 Value | Save $1,100

Digital Impact Package

Build consistent visibility and strengthen brand recognition through year-round digital advertising, targeted social media exposure, and a virtual conference opportunity that connects your organization with an engaged professional audience.

PACKAGE INCLUDES

Year-Round Digital Advertising

- 12 Monthly eNewsletter Ads (1 per month)

Social Media Exposure

- 2 Social Media Posts

Virtual Event Visibility

- 1 Virtual Conference with Video Ad

$4,000 Investment

$5,100 Value | Save $1,100

Engagement Package

Put your organization at the center of valuable networking and professional development opportunities. From conferences to exclusive member events, this package helps you strengthen relationships, increase brand visibility, and engage directly with key decision-makers.

PACKAGE INCLUDES

Conference Exposure

- 2 In-Person Conference Opportunities

Member Engagement

- 1 Member Appreciation Day Sponsored Webinar

Networking & Recognition

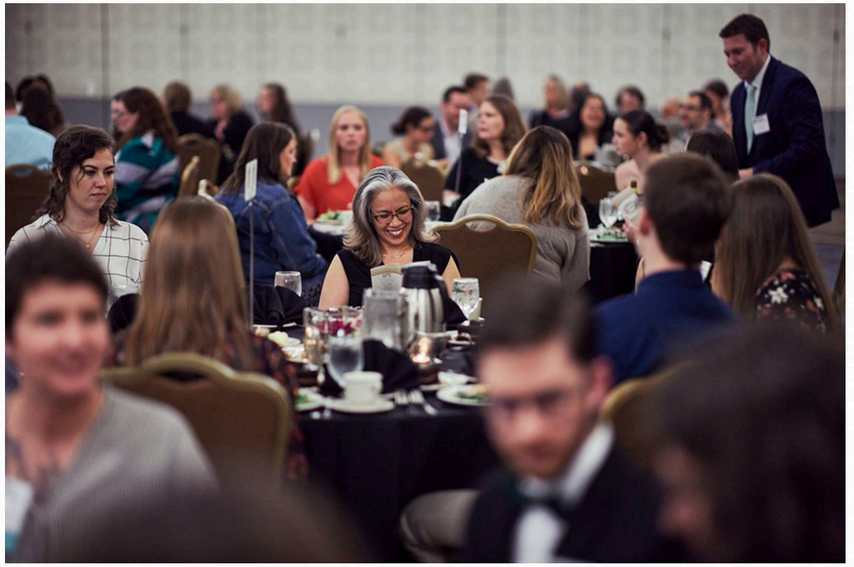
- 1 Circle of Excellence Opportunity, Including 2 Dinner Tickets

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$5,000 Investment

$6,500 Value | Save $1,500

Signature Member Events



Circle of Excellence

Average attendance: 160
Typical Timeframe: May
Audience: The annual celebration of the Oregon accounting profession honors current and aspiring CPAs for academic and professional achievement. Attendees include CPAs, accounting educators, and members of the public.
Event Sponsorship: $1,500
Includes company name and logo in event promotions and on event signage, special recognition at start of event, complimentary event attendance for two representatives.



Career Showcase

Average attendance: 125 average students, 85 average firms represented
Typical Timeframe: Fall
Audience: OSCPA Career Showcase is an opportunity for public accounting firms, governmental agencies, and industry organizations to meet accounting students and recruit for open positions within their companies.
Event Sponsorship: $1,500
Includes company name and logo in event promotions and on event signage, special recognition at start of event, skirted exhibit table, complimentary event attendance for two representatives, and opportunity to distribute promotional materials.



Visit orcpa.org/events-activities for additional events.

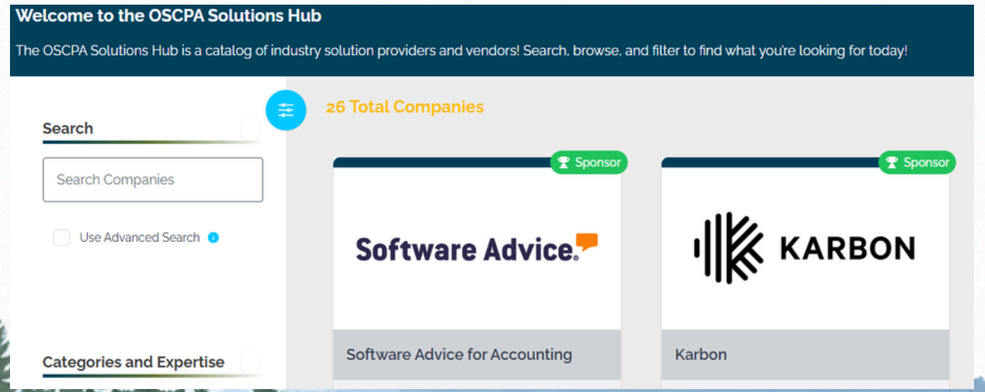
BECOME AN OSCPA

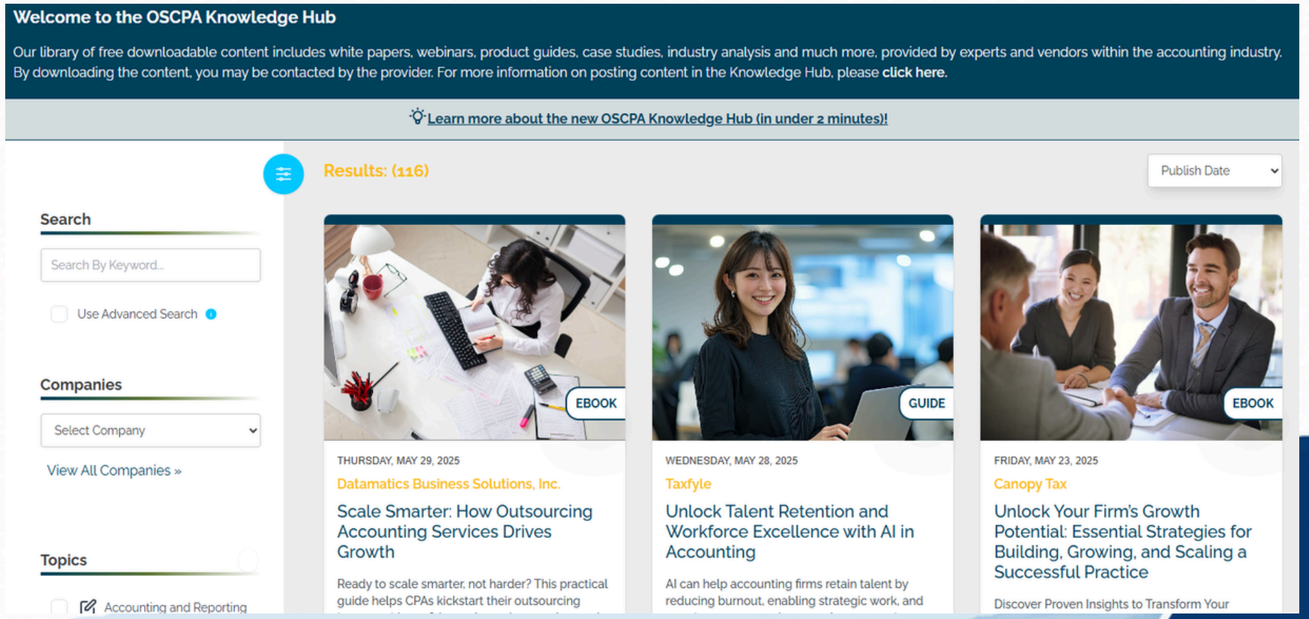
Knowledge/Solutions Hub Sponsor

Building Relationships — Powering Sales

Lead Generation and Content Syndication Solutions that Invite Deep Engagement! ***Our Knowledge Hub*** *will generate real-time, high-quality sales 'leads' on a risk-free, cost-per-lead basis throughout the year. The* ***Solutions Hub*** *is a catalog of industry solution providers and vendors you can be a part of!*







https://hub.orcpa.org

Knowledge/Solutions Hub Sponsor

Target CPAs locally or tap into a nationwide audience of more than 350,000 CPAs and accounting professionals.

How Does It Work?

Leverage your thought leadership and informational content to engage with thousands of qualified professionals.

STEP 1: Select a lead generation package ‘level’ based on lead volume
STEP 2: Provide at least one thought leadership content piece for promotion
STEP 3: Watch as we drive traffic to your campaign using online, email and social marketing tactics
STEP 4: Receive real-time email notifications (‘leads’) of who downloads your content

WHY OSCPA LEAD GENERATION?

- Be in front of an active and engaged audience of industry professionals
- Utilize a world-class lead generation platform that's 100% turn-key
- Work with a team of lead generation experts and content marketing strategists
- Low risk, pay-for-performance programs that fit all budgets
- Receive a steady flow of leads to fill your sales pipeline
- Track and monitor the campaign performance with a web-based dashboard



Contact us for pricing!

https://hub.orcpa.org

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NOT SEEING WHAT YOU NEED?

Customize a package that works best for your organization! Contact communications@orcpa.org.

